

THE SPREAD OF EARLY PERFINS USERS

Maurice Harp

Some years back I purchased a reproduction copy of a Victorian Telephone Directory for 1884 for the United Telephone Company. When I came to the entry for Manchester Warehousemen (wholesale dealers in Manchester goods i.e. household linens) I was amazed how the entry read as a who's who of early perfin users. Virtually every company on the list was associated with underprints, overprints or perfin use.

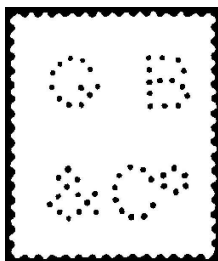
Warehousemen.] SUBSCRIBERS TO THE EXCHANGE SYSTEM.		217
WAREHOUSEMEN—MANCHESTER.		
1532	BOYD J. & C. & Co., 7, Friday Street, E.C.	
181	BRETTLE GEORGE & Co., 119, Wood Street, E.C.	
1641	COPESTAKE, HUGHES, CRAMPTON & Co., 5, Bow Churchyard, E.	
1620	CROCKER, SON & Co., 50, Friday Street, E.C.	
246	CURWEN, SONS & HARMAN, 23, Wood Street, E.C.	
3594	DEBENHAM & FREEBODY, 2, 3 & 4, Welbeck Street, W.	
247	FOSTER, PORTER & Co., LIMITED, 47, Wood Street, E.C.	
202	HITCHCOCK, WILLIAMS & Co., 44, Paternoster Row, E.C.	
1553	LEAF, SONS & Co., Old Change, E.C.	
3561	MARSHALL & SNELGROVE, Vere Street and Oxford Street, W.	
244	MORLEY I. & R., 18, Wood Street, E.C.	
1520	PAWSON & Co., LIMITED, 9, St. Paul's Churchyard, E.C.	
18	RYLANDS & SONS, LIMITED, 55, Wood Street, E.C.	
1825	SHRIGLEY & FLORY, 33, Carter Lane, E.C.	
228	WARD, STURT & SHARP, 89, Wood Street, E.C., and 22, Silver Street, E.C.	

J. & C. Boyd and Copestake, Hughes, Crampton & Co of course started by using both official and unofficial underprints and overprints with Copestake going on to be the earliest of perfin users. Of the remaining thirteen companies in the list, six are confirmed perfin users, six are catalogued as provisional users and another one may well have been. Many on the list were indeed prolific users, using a number of dies.

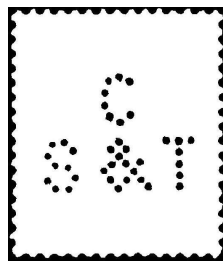
Is this just coincidence or just as a result that large companies would be more likely to have phones and to use perfins? It started me thinking on how the use of perfins spread in the early years. Sloper was not a great user of advertising in the early years and indeed when looking at the data published in the New Illustrated Catalogue it can be seen that the use of perfins took some time to take off. He did produce handbills, which have been well documented. These he sent to anyone enquiring about his services. However there is little evidence that in the early years he was proactive in expanding the business. It seems more likely that the business grew mainly by word of

mouth. In the table below I have listed perfin dies associated with these businesses.

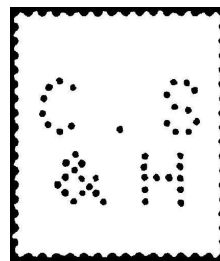
Die No.	Pattern	User	
-	-	J C Boyd & Co	Underprints
G0470.01	GB/&Co	George Brettle & Co	Possible
-	-	Copestake, Hughes, Crampton & Co	Underprints
C7340.01	C/S&T	Crocker Sons & Turner (later Co)	Provisional
C7040.01	C.S/&H	Curwen, Sons & Harman	Provisional
D1790.02	D&F	Debenham & Freebody	Confirmed
F3260.01	F.P/C.L	Foster, Porter & Co Limited	Provisional
G2410.01	GH/WCo	Hitchcock, Williams & Co	Provisional
L4950.01	L.S.C	Leaf, Sons & Co	Confirmed
M4990.06	M&S	Marshall & Snelgrove	Provisional
I2170.04	I&R/M	I & R Morley	Confirmed
P2960.01	PL/Ld	Pawson & Co (later Pawson & Leafs)	Confirmed
R4820.04	R&S/L	Rylands & Sons	Confirmed
-	-	Shrigley & Flory	-
W0010.13	W	Ward, Sturt & Sharp	Confirmed



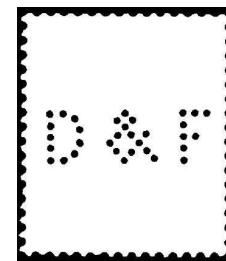
G0470.01



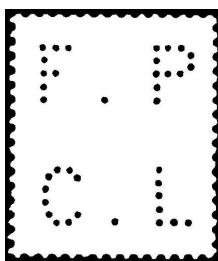
C7340.01



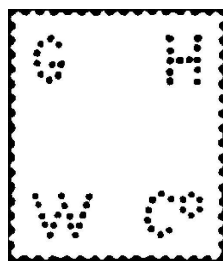
C7040.01



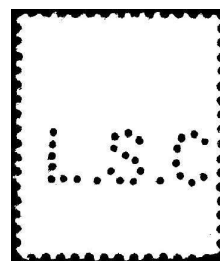
D1790.02



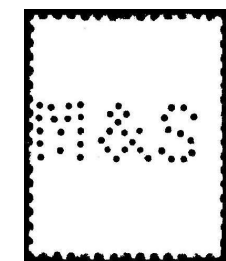
F3260.01



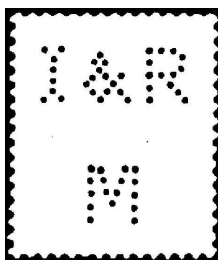
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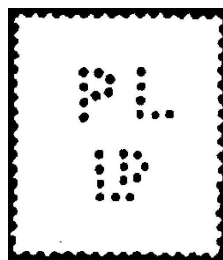
L4950.01



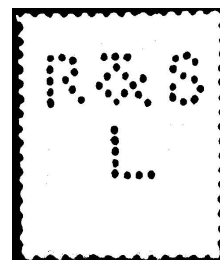
M4990.06



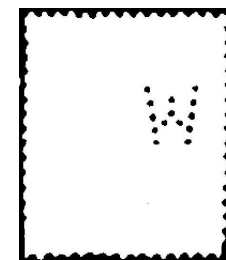
I2170.04aM



P2960.01



R4820.04



W0010.13

If the business did grow by word of mouth then you would expect other hot spots of perfin use either within a trade or within a locality. One such hot spot was identified by **Roy Gault** in Bulletin 272/22. Roy reported the surprisingly large number of users based in Mark Lane, which is one of the smaller streets in London. And in the list above another perfin hot spot, Wood Street plays a big part with six of the companies listed. A total of 32 companies based in Wood Street used perfins at one time or another.

WOOD STREET USERS

Cat. Num	Die	User	
C1840.02	C(anchor)C	Clark & Co, 1A	Confirmed
B7070.07	B&T	Bollen & Tidswell, 3	Confirmed
I2170.04	I&R/M	I & R Morley, 18	Confirmed
C7040.01	C.S/&H	Curwen, Sons & Harman, 23	Provisional
L0160.01	LAS	Lloyd, Attree & Smith, 29,32,33	Confirmed
F2949.01	FIL/&Co	Frank I Lyons & Co, 36	Confirmed
K0830.01	K&G	Ken & Grimsy, 37	Provisional
F3260.01	F.P/C.L	Foster, Porter & Co Limited, 47	Provisional
R4870.02	R&S/L	Rylands & Sons, 55	Confirmed
S2830.01	S&F	Silber & Fleming, 56-62	Confirmed
R2480.01	R&H/P&Co..	Robert & Henry Parnell & Co, 71	Provisional
M1390.01	MC/&L	MacFarlane, Carmen & Lewis, 80	Confirmed
M0520.06	MB/&Co	Munt Brown & Co, 84-88	Confirmed
L5850.01	LW/Co.Ld	London Warehouse Co Ltd, 100-7	Provisional
Y0190.02	YC/&O	Young, Carter & Overall, 117-118	Provisional
G0470.01	GB/&Co	George Brettle & Co, 119	Provisional
F3190.02	F&P	Francis & Pearse Ltd, 124	Confirmed
F3260.01	F.P/C.L	Foster, Porter & Co Limited, 124	Provisional
B3380.01	BH&H	Beddoe, Hulbert & Hulbert, 126/7	Provisional
D2880.01	DLN/&S	D L Nisbet & Son, 126/7	Provisional
W0660.02	WS	Wooley, Sanders & Co Ltd, 129	Confirmed
J2050.01	J.D/&C/Ltd..	Jarrard Darby & Clegg, ??	Confirmed
L3910.01	LMCo	Linoleum Manufacturing Co, ??	Provisional
S0460.05	SB	Slater Brothers & Co, ??	Confirmed
V0290.01	VC/C	Vavasseur & Co Ltd, ??	Confirmed

Of course Wood Street was also the home of Francis Albert Hancock, printer, ticket manufacturer and stationer, in business at 37 & 38 Wood Street, London E.C., where he was also Letter Receiver of the Wood Street Post Office. At present there is no evidence that any of the above list were Hancock customers and certainly a number on the list are known Sloper customers.